

Amendments to Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for multi-casting video content to a user computer, the method comprising:

distributing a video content program stream from a content center to a regional data center via an open network;

distributing the video content program stream from the regional data center to a user computer via a distribution network according to a multi-cast protocol;

transmitting non-video data related to the video content program stream to the user computer; and

displaying the non-video data on the user computer contemporaneously with the video content program stream.

2. (Currently Amended) The method for multi-casting video content of ~~claim 1~~ claim 1, wherein the multi-cast protocol further comprises Internet Group Management Protocol (IGMP) and class D addressing with private multi-cast addresses.

3. (Previously Presented) The method for multi-casting video content of claim 1, wherein the open network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

4. (Previously Presented.) The method for multi-casting video content of claim 1, wherein the distribution network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

5. (Previously Presented) The method for multi-casting video content of claim 1, wherein the distribution network is interactive and wherein the non-video data comprises an object button responsive to a means of user selection, and wherein the object button comprises a link associated with an object selected from the group consisting of a program-related video game, a program-related advertisement, a program-related service, and program-related merchandise.

6. (Previously Presented) The method for multi-casting video content of claim 1, wherein the

non-video data related to the video content program stream is selected from the group consisting of a program-related video game, a program related advertisement, a link to program-related information, a program related service, and program-related merchandise.

7. (Currently amended) The method for multi-casting video content of claim 5, wherein the method further comprises:

- generating, at the user ~~computer~~ computer, user data corresponding to selection of the object button;
- receiving the user data at the regional data center via the distribution network;
- processing the user data; and
- sending a response to the user computer via the distribution network.

8. (Previously Presented.) The method for multi-casting video content of claim 7, wherein the response to the user comprises execution of the link to the object.

9. (Previously Presented) The method for multi-casting video content of claim 7, wherein the object associated with program-related services and program-related merchandise comprises means for the user to purchase program-related services and program-related merchandise.

Claims 10-18 (Previously Canceled).

19. (Currently Amended) A system for multi-casting video program content and non-video data over a distribution network, the system comprising:

- a video program content stream;
- ~~a~~ non-video data contextually related to the video program content stream;
- a multicasting computer adapted to:
 - receive the video program content stream;
 - receive the non-video data;
 - distribute the video content program via a distribution network according to a multi-cast protocol; and
 - transmit the non-video data contemporaneously with the video program content over the distribution network; and
- a user computer adapted to display the non-video data contemporaneously with a display

of the video program content stream.

20. (Currently Amended) The system for multi-casting video content program and data content over a distribution network of ~~claim 19~~ claim 19, wherein the multi-cast protocol comprises Internet Group Management Protocol (IGMP) and class D addressing with private multi-cast addresses.

21. (Previously Presented) The system for multi-casting video content program and data content over a distribution network of claim 19, wherein the distribution network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

22. (Currently Amended) The system for multi-casting video content program and data content over a distribution network of claim 19, wherein the non-video data related to the video content program stream is selected from the group consisting of a program-related video game, a program related advertisement, a link to program-related information, a program related service, and program-related merchandise.

23. (Previously Presented) The system for multi-casting video content program and data content over a distribution network of claim 19, wherein the distribution network is interactive and wherein the non-video data comprises an object button responsive to a means of user selection, and wherein the object button comprises a link associated with an object selected from the group consisting of a program-related video game, a program-related advertisement, a program-related service, and program-related merchandise.

24. (Previously Presented) The system for multi-casting video content program and data content over a distribution network of claim 23, wherein the user computer is further adapted to generate user data corresponding to selection of the object button, and wherein the multicasting computer is further adapted to:

receive the user data via the distribution network;

process the user data; and

send a response to the user computer via the distribution network.

25. (Previously Presented) The system for multi-casting video content program and data content over a distribution network of claim 24, wherein the response to the user comprises execution of the link to the object.

26. (Previously Presented) The system for multi-casting video content program and data content over a distribution network of claim 24, wherein the object associated with program-related services and program-related merchandise comprises means for the user to purchase program-related services and program-related merchandise.

27. (Currently Amended) A method for multi-casting video content to a user computer, the method comprising:

distributing a video content program stream from a content center to a regional data center via an open network, wherein the video content program stream comprises an active portion responsive to a user selection means;

associating non-video data with the active portion;

distributing the video content program stream and the non-video data from the regional data center to a user computer via a network according to a multi-cast protocol; and

and

displaying the non-video data on the user computer contemporaneously with the display of the video content program stream in response to a user selection.

28. (Previously Presented) The method for multi-casting video content of claim 27 wherein the multi-cast protocol further comprises Internet Group Management Protocol (IGMP) and class D addressing with private multi-cast addresses.

29. (Previously Presented) The method for multi-casting video content of claim 27, wherein the open network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

30. (Previously Presented) The method for multi-casting video content of claim 27, wherein the distribution network is selected from the group consisting of a satellite network, a terrestrial wireless network, a cable network, and a fiber optic network.

31. (Currently Amended) The method for multi-casting video content of claim 27, wherein the non-video data related to the video content program stream is selected from the group consisting of a program-related video game, a program related advertisement, a link to program-related information, a program related service, and program-related merchandise.

32. (Previously Presented) The method for multi-casting video content of claim 27, wherein the distribution network is interactive and wherein the non-video data comprises an object button

responsive to a means of user selection, and wherein the object button comprises a link associated with an object selected from the group consisting of a program-related video game, a program-related advertisement, a program-related service, and program-related merchandise.

33. (Previously Presented) The method for multi-casting video content of claim 32, wherein the method further comprises:

- generating, at the user computer, user data corresponding to selection of the object button;
- receiving the user data at the regional data center via the distribution network;
- processing the user data; and
- sending a response to the user computer via the distribution network.

34. (Previously Presented) The method for multi-casting video content of claim 33, wherein the response to the user comprises execution of the link to the object.

35. (Previously Presented) The method for multi-casting video content of claim 33, wherein the object associated with program-related services and program-related merchandise comprises means for the user to purchase program-related services and program-related merchandise.